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HINTS AND HIGHLIGHTSCOOPERATIVE FOREST FIRE PREVENTION, 1946

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OVER THE AIR

The nation-wide coverage described in paragraphs 1 through 4 was engineered by THE ADVERTISING COUNCIL, INC., as part of its contribution (see p. 4) to the 1946 Cooperative Forest Fire Prevention program.

A Typical Message is the following, written for the Reveille Roundup program from "Fact Sheet No. 16," issued and distributed by the Council's Radio Department

"And now a serious reminder....You can do your part to prevent the hazard of forest fires by remembering four simple rules...

- "1. Crush out cigarette, cigar, and pipe ashes.
- "2. Break matches in two after using.
- "3. Drown camp fires.
- "4. Know the law before using fires.

"Let's remember these rules and preserve the timber we need for our homes."

1. From all stations carrying these Commerical and Sustaining programs (March 25-31): OVER NBC's Voice of Firestone, Dinah Shore, Words and Music, Archie Andrews, Reveille Roundup, The Baxters, Harvest of Stars; OVER COLUMBIA's Feature Story, Bachelors Children, Evelyn Passen, Bob Crosby Show, Danny O'Neil, Evelyn Winters, Gordon MacRae, Curtis News, The Thin Man, Celebrity Club, Arthur Godfrey; OVER ABC's Club Matinee, Hank D'Amico's Sextet, Hymns of all Churches, Ted Malone, Earl Godwin, Harry Wismer, Radio Hall of Fame; OVER MUTUAL's Bulldog Drummond, Hymns You Love, The World Tomorrow, Men of Vision, Gabriel Heatter.
2. From all stations carrying these as Sustaining, BUT NOT COMMERCIAL programs (March 25 - April 7): OVER NBC's Robert St. John, Maggi McNellis, Richard Harkness, News Roundup, Morgan Beatty, News from NBC, Veterans Adviser; OVER COLUMBIA's Mayor of the Town, CBS News; OVER ABC's Martin Agronski, Baukhage, Walter Kieran, Correspondents Abroad, John B. Kennedy, Ethel & Albert; OVER MUTUAL's Frazier Hunt, Elsa Maxwell, Cedric Foster, Pète Howe, News for Women, Griffen Reporting, Fulton Lewis, Cecil Brown.

(Over)

3. Forest Fire Prevention Messages by Advertisers, March 25 - April 31 (figures are numbers of stations over which each message was heard): Atlantic Refining Company (78), Gillette Safety Razor (2), Goebel Brewing Company (30), Landsburg & Bro. (1), Savitt Jewellers (5), Signal Oil Company (4), Longines - Wittnauer Watch Company (425).
4. Some (but not all) Special Shows that also carried forest fire prevention: Tom Mix (Mutual, 3/27); Lone Ranger (ABC, 4/3 and 4/19); Dick Tracy (ABC, 4/8 and 4/29); Hap Harrigan (ABC, 4/18); National Barn Dance (NBC, 4/29); Country Journal (CBS - ?).

National Association of Broadcasters has endorsed the two 1946 CFFP radio platters (Enemy, Honeymoon, each with dramatized skit and spots, produced under direction of Foote, Cone & Belding). Letter of endorsement is included in the special kit (as are Fact Sheet, News Fillers, Formula Folder, Radio Scripts, and Smokey Poster) planned by Bill Bergoffen and Fred Schoder (Forest Service, Washington) and mailed to 1,600 members of NAB. More than 1,200 of these platters have been ordered by Regional Foresters for State Foresters, etc., and requests by radio stations (generated by the packet) are coming in every few days.

"Folks - Meet Smokey Bear" is the title of a transcribed interview between John Baker, Chief of the Radio Service, U.S.D.A., and "Smokey" himself. Script by Bill Bergoffen, has been sent to Agricultural Editors of 116 radio stations. Platters are available through U. S. Regional Foresters.

Smokey Bear and Tom Mix - Maybe. Writes the Gardner Advertising Company of St. Louis.

"Many thanks for giving us an opportunity of offering the Smokey Bear Packet* on the Ralston Company's Tom Mix program. . . I feel quite certain something can be arranged. In the meantime we will be glad to promote fire prevention on this program."

U.S.D.A. Outlets through the Department of Agriculture's Weekly Letter to Radio Farm Directors, 175 CFFP kits (including Radio Fact Sheet) were sent to individuals directly concerned with farm broadcasts. In addition, material on the CFFP program was carried in the Department's Farm Flash service and other outlets.

HELP FROM THE COMICS

"Captain Marvel" goes to bat again. During April, each Captain Marvel Club member there are 225,000, all told - got CFFP material including a Smokey bookmark, 5 stamps, and a (Service-flag design) stuffer. Material went in bulk to Greenwich, Connecticut, from which point Captain Marvel did the mailing.

Editor of Superman, Inc., promised a 4-page comic on "Smokey" if he could have an "exclusive" on this forest fire prevention bear; "hoped" to be able to work out something else when he found that an exclusive was impossible.

Smokey "makes" 8 Funnies. Smokey is on the inside cover of eight (read it, 8!)

*Another special packet including: Smokey poster, bookmark, pin, book cover and windshield sticker; also "Cooking Over the Campfire."

comic magazines put out by Fawcett Publications, according to its Editor, who promises to prove it by sending marked copies to CFFP's Director.

RAILROADS RESPOND

This Year's Letter to railroad executives enclosed three sample posters, asked them to choose and "help prevent forest and woods fires - and so save timber for Servicemen's homes as well as for crossties - by

- "1. Urging care with matches, smokes, and camp fires in 'on-line' advertising;
- "2. Displaying posters at your stations - this spring in the East, South, Midwest; this summer in Rocky Mountain and Pacific Coast States."

Real Dividends. That it payed to use individually typed letters (rather than multilithed 'fill-ins') when asking cooperation from these 105 hand picked brass hats, is indicated by returns of 50% on this year's letter. (By contrast, direct-mail advertisers say that a return of more than 4% on "fill-in" or "matched" letters is exceptional!)

What the Railroads Wanted. Fifty-three railroads asked for 15,225 posters divided as follows: "Smokey Says - Hold 'til it's cold" 40%; "Crush out your cigarette" 31%; "Protect his America" 29%.

Among Larger Cooperators are Reading Company, 3,000 posters; New York Central, 1,500; Illinois Central, 1,000; Southern Railway, 1,000; Central of Georgia, 900; Union Pacific, 800; Texas and New Orleans, 600; Chicago and Northwestern, 600; Chesapeake and Ohio, 600; Southern Pacific, 500; Railway Express, 500.

Other Cooperation. Railroads promising cooperation other than displaying posters at stations include: Atkinson, Topeka & Santa Fe, window displays in downtown ticket offices; Northern Pacific and Southern Pacific, on-line newspaper advertising and time table inserts.

OPINIONS DIFFER

This Year's Smokey design. Most foresters everywhere - and most other people - like "Smokey," and think he's effective. But opinions differ. For example: (1) A teacher (Senior High, Michigan) writes "I would not put such a silly poster on my board. However, if you send me a sensible poster . . . I'll plaster my boards with pleasure." (2) A State Forester says Smokey is no good because "whoever saw an animal like that a-roamin' our woods."

And This Year's Service Flag. This 1946 design "is not suitable for use on the Pacific Coast" according to some foresters there. But opinions differ here, too. For example: (1) Railway Express Company chose this design and asked for 500 posters to go to San Francisco. (2) Carl K. Wilson Book Store, Seattle, Washington accepted this design with ^{out} question and asked for 39,800 bookmarks for its 120 odd branch stores (see BOOKSTORES, p. 6).

BY THE ADVERTISING COUNCIL, INC.

In addition to the Radio job (p. 1), this outfit has contributed to the 1946 CFFP in many ways. Some of them:-

Direct-mail. 4,000 Formula Folders and background booklets (Forest Fires and How You Can Prevent Them) were mailed - without cost - to members and/or clients through Association of National Advertisers, American Association of Advertising Agencies, Pacific Advertising Association.

Car Cards. Some 20,000 have been placed - for showings of at least 30 days - with 77 concerns in 13 Eastern and Midwestern States. Around 5,000 cards are scheduled for Pacific Coast States in August or September, and 7,000 more for the South in the spring of 1947.

Pathfinder Magazine. Reproduced on the inside back cover, April 17 issue of this magazine (circulation 1 million), is CFFP's DEAR JOE sponsored newsad. It was picked by the Assistant Publisher because "the trout season opens in many States on April 15, and a number of fires are started by careless fishermen." A second sponsored ad will appear in a later issue.

POSTER STAMPS

Hitting the Jackpot. More than 300 people wrote for gummed stamps in the first 5 days after the April 6 issue of STAMPS - a New York magazine of which Mrs. Charlotte Downs is Managing Editor - published a paragraph advising that -

"A group of attractive forest fire prevention poster stamps . . . will be sent (by the Director, CFFP) on request. Except for specimens kept for your collection, (they) should be used on your letters to help disseminate the caution against forest fires."

From a Railroad Passenger Agent. A surprising proportion of the inquiries (see above) come from philatelists who want to help. One - from the Passenger Agent of the BOSTON AND MAINE Railroad, says

"If we had a supply of these forest fire prevention stamps we would stick one to the envelope containing tickets sold to Sportsmen going into the woods to fish and hunt."

Another Outlet. A great many newspapers - most large ones and many others - have a STAMP column in Sunday editions. Men "in the know" advise that these columns should also be good outlets. That their advice is sound is indicated by a letter from the Editorial Department, DENVER ROCKY MOUNTAIN NEWS, which asks for a set of forest fire prevention poster stamps in order

"to make mention of them, and perhaps reproduce one or two, in our weekly stamp collectors column, 'The Stamp Corner.'"

. . . and another outlet for stamps! American Broadcasting Company's Program Director, Bob White, was so anxious to use the new forest fire prevention poster stamps on outgoing mail that he phoned from Chicago for a supply!

THE PULLMAN COMPANY

Every Pullman Car in U. S. will carry a special forest fire prevention poster for a period of 4 to 6 weeks if negotiations now in progress are successful. Subject to this IF, the poster will be 8 $\frac{1}{2}$ x10-3/4", on 150 lb. white cover stock, with spirit varnish on the copy side. Design may be Giusti's "Be sure your match is out." Quantity - 10,000 copies.

IN THE MONEY AGAIN

Previous issues of Hints and Highlights have noted awards for a 1942 poster, a 1944 radio program, and one of our 1945 newspaper ads. Now comes additional recognition this time for three of the 4 How-To-Do-It's by George Giusti* a poster artist whose work appears often in magazines like 'Fortune.' Hung in the National Exhibition of Advertising Art (Rockefeller Center Gardens, New York), these three CFFP posters were among the 300 selected (from over 5,000 submitted) for reproduction in the recently published 24th EDITION, ART DIRECTORS ANNUAL.

It is recognition like this that makes for ready acceptance of CFFP posters, etc., by national and regional advertisers. And ready acceptance means more - and more effective - cooperation.

NATIONAL FIRE PROTECTION ASSOCIATION

Says this Association's NEWS LETTER (printed) for April

"The prevention of forest fires is an essential part of the general N.F.P.A. program, and it is hoped that all members will cooperate in the forest fire prevention campaign in 1946."

To each of the Association's 11,000 members - including insurance agents, rural fire chiefs, etc., etc. - went (inserted in the NEWS) a copy of the "Use the ash tray" poster and of the booklet "Forest Fires and How You Can Prevent Them."

GIRL SCOUTS

Cooperating again this year, this organization has distributed to its various camps 1,500 Smokey posters, 1,500 copies of the "Forest Fires" booklet, 3,000 bookmarks, and 150,000 poster stamps.

WITH GROUP MAGAZINES

Editors of the following magazines have promised Mrs. Margate Kienast (I&E, Forest Service, Washington, D. C.) to give forest fire prevention a "play" through special articles, editorial comment, reproduction of "Smokey," use of "Smokey Says" slugs, etc., etc.

*First edition by Basil Martin, Forest Service; second by artists Winslow and Baldrige.

Fawcett Publications: True; The Man's Magazine; Today's Woman; Movie Story.

Hunter Publications: Silver Screen; Screenland..

Ideal Publishing Corporation: Movie Life; Movie Stars Parade; Movies.

Dell Publications: Modern Screen; Screen Romances.

SAMPLING THE BOOKSTORES

How Many Stores? To 58 bookstores in 20 States (picked at random from "American Booktrade Directory") went an individually typed "sampler" letter asking for cooperation and enclosing a coupon reading "We will help prevent forest and woods fires - and save homes and jobs for Servicemen - by distributing reminder bookmarks Without charge, please send us _____ copies."

How Many Returns? Forty-five stores asked for 83,200 bookmarks. This is another case where individually typed letters paid real dividends (see p. 3). It also indicates the cooperation that can be obtained by a systematic effort in most regions and States.

Some of the Cooperators. Among cooperating bookstores are: Missoula Mercantile Co., Missoula, Mont.; Desert Book Co., Salt Lake City, Utah; Emery, Bird, Thayer Co Kansas City, Mo.; Fred Harvey, Chicago, Ill.; Agricultural College Bookstore, Logan Utah; Paul Elder, San Francisco, Calif.; U. of O. Cooperative Store, Eugene, Oregon. Willamette University Bookstore, Salem, Oregon; Carl K. Wilson Bookstore, Seattle, Washington; College Bookstore, Portland, Maine; Woodward & Lothrop (Dept. Store), Washington, D. C.; American Baptist Bookstore, Philadelphia, Pa.; Methodist Publishing House, Nashville, Tenn.; Rich & Co. (Dept. Store), Saginaw, Michigan, and Gimbel's (Dept. Store), Milwaukee, Wisconsin.

THROUGH THE AMERICAN RED CROSS

How the American Red Cross is already helping to put forest fire prevention across - and how much more it can help if State and Federal agencies suggest, encourage, and cooperate - is indicated by the following:

Special Kits have been produced by "Public Information" in ARC's North Atlantic, Pacific, and Southeastern Areas; distributed to Chapters in some 25 States. Included in these kits, in addition to CFFP posters, etc., are carefully prepared suggestions for participation by Junior Red Cross, First Aid, College Units, Disaster Service, Public Information.

Also Included in North Atlantic Special Kits, issued after conferences with and approval by each State Forester, is a series of sheets (one for each State) giving for each State the protection set-ups including names and phone numbers of key men; lists of films, slides, radio platters, etc. available for use at Chapter and other meetings; number and causes of fires, etc., etc.

CFFP Kits. After agreement with forestry agencies, regular CFFP kits have been

distributed by headquarters, Midwestern Area to its Chapter and Field Representatives in Minnesota, Iowa, Illinois, Missouri, New Mexico, Michigan, Wisconsin, Wyoming, Colorado, and part of South Dakota; will be distributed in Texas, Oklahoma, and Arkansas during September. And the North Atlantic Area office has distributed CFFP kits to all its General Field Representatives and Field Representatives of its Junior Red Cross, and First Aid and Accident Prevention departments.

Smokey goes to 135,000 Schools. A special edition of Smokey - folded twice, and printed with mailing frank and special message to leaders - has been addressed by Junior Red Cross from its current "News" and "Journal" lists. Mailings started shortly after March 1, will be completed by May 10 for all States except in the South, and Illinois, Missouri, Iowa, during September there.

Follow-up by Junior Red Cross. In most States in the Midwest Area, Junior Red Cross is sending book-cover stickers to its Chapter Chairmen with covering letter urging personal contacts at schools to (a) stress forest fire prevention by teachers, (b) promote use by pupils of sticker on covers of their school books.

At Aquatic Schools. Headquarters, Midwest Area, plans to include lectures or seminars on forest fire prevention at each of its 5 Aquatic Schools - where 700 camp counsellors and playground leaders come to learn about accident prevention, first aid and water safety - if forestry agencies will provide men competent to present the subject. These camps for 1946 will be in Arkansas, Texas, Iowa, Wisconsin, Minnesota and Michigan. Since each camp draws heavily from other States, presentation from a regional angle is necessary.

From its First Aid Highway Stations in New England, the American Red Cross has been "servicing" cars, gas stations, etc., with "Use the Ash Tray" stickers (no kicks reported to date) so successfully that the North Atlantic Area office has asked for more stickers.

At Summer Schools for Teachers, held at colleges throughout New England, Field Representatives of Junior Red Cross will present Forest Fire Prevention as one of its subjects at "Community Clinics." There are also good opportunities for exhibits motion pictures, etc. State Foresters who are interested should write to Mr. H. P. Gilmour, North Atlantic Area, American Red Cross, 300 Fourth Avenue, New York 10, New York.

At Montana Summer Camp for Junior Red Cross - in Polson, August 8-17 - Forest Service representatives will orient classes on forest fire prevention, and direct field trips for one or more days. Similar plans are being made for Junior Red Cross summer camps at Hot Springs, Arkansas (June 6-15) and in Minnesota (August 21 through August 30).

At Its National Convention in Philadelphia (June 18 through 21), the CFFP will be included in exhibits and discussions at Round Table sessions, according to American Red Cross representatives in charge of the program.

In Its Magazines the CFFP program is also being pushed. For example:

News (Junior Red Cross) for March has a "Parachutists Fight Forest Fires" front cover, an article "Parachutists to the Rescue," a paragraph (under Ideas on the March) on sharing in the job of forest fire

prevention: another paragraph on "Saving Our Forests" in the ACTIVITIES CALENDAR.

Journal (Junior Red Cross) for March has a Range fire front and back cover; a James Rorty article "Help Wanted - To Fight Forest Fires," and - under Suggestions to Teachers - a paragraph about acceptance by the A.R. of responsibility to work on the national problem of preventing forest fires.

Courier for April carries (in its "Disaster Shorts" column by Eleanor Adams) an excellent statement about how forest fires are started and by whom. And this data is convincingly tied in to such disasters as the housing shortage, floods, etc., etc.



